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ABSTRACT

The third in a series of four, this report describes part of a national study commissioned by the Corporation for Public Broadcasting to investigate audience awareness of public radio, reaction to on-air fund raising and programing on public radio, and audience reactions to on-air fund raising by public television stations. This segment of the study investigated public television on-air fund raising. Data collected in telephone interviews from 1067 randomly selected adults provided a basis for comparison of the 1978 survey results with those of 1977 and assessed the following: awareness of funding sources, exposure and reaction to on-air fund raising, specific statements about fund raising, fund appeals, and programing, the reaction of nonviewers, and the attitudes of donors to public television. Appendixes include a description of the evaluation methodology and a copy of the questionnaire used in the investigation. (MAI)

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PUBLIC RADIO/TELEVISION SURVEY
JANUARY-FEBRUARY 1978

REPORT 1: PUBLIC RADIO AWARENESS, LISTENING, AND PROGRAMMING

REPORT 2: PUBLIC RADIO ON-AIR FUND RAISING

REPORT 3: PTV ON-AIR FUND RAISING

REPORT 4: METHODOLOGY

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FOREWORD

During January-February 1978, a national survey was conducted to investigate reactions to on-air fund raising by public radio and public television stations, and, for public radio, to determine levels of awareness and listening and reactions to programming. With respect to public television, the study was virtually identical in procedures to studies performed and reported in 1976 and 1977, and it provides a measure of changes in public reaction over the years. The portion of the study relating to public radio was introduced in 1978.

A description of the 1978 survey and an analysis of the results have been organized into four reports, each concentrating on one aspect of the study, as follows:

1. Public Radio Awareness, Listening, and Programming
2. Public Radio On-Air Fund Raising
3. PTV On-Air Fund Raising
4. Methodology

All four reports are available from the Corporation for Public Broadcasting, which commissioned the study. The study was performed by Statistical Research, Inc. of Westfield, New Jersey.

Because the investigation is based on a survey among a sample of persons, rather than among all persons, the data are subject to sampling errors. Moreover, survey results are obtained through particular procedures which are subject to nonsampling errors that may be associated with the type of sample selected, the use of telephone households, the fact that not all designated sample members cooperated, the questions that were asked, and so forth. Therefore, in interpreting these data, the user should give full consideration to the methods used to compile them. Each of the first three reports listed above contains a brief methodological appendix. The reader is also encouraged to review the more comprehensive report devoted to methodology.

PUBLIC RADIO/TELEVISION SURVEY

REPORT 3 - PTV ON-AIR FUND RAISING

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PUBLIC RADIO/TELEVISION SURVEY
JANUARY-FEBRUARY 1978
REPORT 3 - PTV ON-AIR FUND RAISING

INTRODUCTION

This report is one of four describing a nationwide study of (1) awareness of and listening to public radio, as well as reactions to on-air fund raising and to programming on public radio, and (2) reactions to on-air fund raising by public television stations.

Purpose

The specific topics covered were:

- For public radio,
  - -- The level of awareness among the adult population as of early 1978.
  - -- The level of listening.
  - -- Reasons for listening and reactions to programming.
  - -- Reactions to on-air fund raising.
- For public television, reactions to on-air fund raising.

The public television portion of this survey repeated a similar effort conducted in the two previous years. The first two surveys were intended to track PTV awareness, viewing, and reactions to programming, as well as on-air fund raising. The 1978 study focus was confined to fund raising. However, in order to keep virtually constant the environment in which the fund raising questions were asked, only slight modifications of the questionnaire were introduced in the current study. This 1978 report therefore includes comparisons with former years.* The three

*The 1977 study is reported in Public Television Survey, January-February 1977, Corporation for Public Broadcasting, May 1977. That report is in four volumes: Report 1 - Awareness and Viewing, Report 2 - On-Air Fund-Raising, Report 3 - Programming, Report 4 - Methodology.

studies were timed to precede Festivals '76, '77, and '78, respectively, to obtain a reading independent of the immediate effects of the major national promotional effort of the public television year.

The public radio portion of the survey was designed to provide benchmark data against which to track trends in awareness, listening, and in reactions to on-air pledge campaigns, over time. On-air fund appeals have thus far not been used extensively by public radio stations, and the timing of the survey permitted a reading of public response prior to an expected significant growth in application of the technique.

Procedures

Interviews were conducted with 1067 adults, 18 years of age or older, randomly selected from among all adults living in telephone households in the continental United States. In order to include both listed and unlisted telephone households in their proper proportion, a random-digit dial sample was used.

Appendix A provides a brief description of sampling procedures, interviewer training and supervision, and variability of survey results. These issues are reviewed in more detail in the fourth report of this series, on Methodology.

Appendix B contains a copy of the questionnaire. It deviated in minor respects from the 1977 version. These differences are summarized in Report 4 - Methodology.

The data which were collected have been tabulated for many subgroups of the population: viewers and nonviewers of public television, listeners and nonlisteners to public radio, persons aware or unaware of PTV and of public radio, those who have seen or heard on-air appeals and those who have not, people who report donations to PTV and those who do not, etc. Not all of the tabulations are reported in this volume, but the complete tabulations are available at the Corporation for Public Broadcasting.

This third report of the series is based upon 1049, rather than 1067, interviews; 18 respondents reported no television sets in the household and therefore were interviewed only on the radio portion of the survey.

A person is referred to herein as an "ever viewer" of public television if he or she responded positively to the question, "Have you ever watched any programs on Channel ___, the public television station," but did not report having watched "last week." Those who reported watching "last week" are referred to as "past-week viewers." The ever viewers and past-week viewers together constitute a group who "ever watch" PTV, as distinguished from total nonviewers.

HIGHLIGHTS OF FINDINGS

Following are highlights from this national survey. These results are discussed in more detail and are documented in the "Detailed Findings" section of this report.

The public continues to report a generally positive reaction to on-air fund raising appeals on public television. When people respond, on an open-end basis, to the concept of on-air fund raising, there is little change across years in the proportions of positive and negative reactions. There does seem to be a consistent change in the volume of positive reactions in certain categories; namely, decreasing proportions of people who have seen on-air appeals mention that they are a worthwhile cause and/or necessary, and increasing proportions indicate that they have "no objection."

Response to specific statements on fund raising is quite consistent between years. The only statistically significant evidence of change between 1977 and 1978 is among persons who report having donated to PTV, and the changes in this group move in opposite directions. On one hand, there is a decline from 89 to 82 percent in the proportion agreeing that people in general have little objection to the appeals -- a decrease in positive reaction. On the other hand, there is a decline from 15 to 7 percent in the proportion strongly agreeing that the appeals make people uncomfortable -- a decrease in negative reaction. Any other changes between years are within the range of sampling error.

In the 1978 survey, in response to a pair of open-end questions asking reaction to on-air appeals for funds, at least one favorable comment is submitted by 91 percent of people with exposure to the appeals. Most frequently the response references the need for funds and/or the worthwhile nature of the appeals.

At least one negative comment comes from 28 percent of those who have seen the fund campaigns. The most frequent negative comment is that the stations should seek other means of support (14 percent). Only 6 percent state that the appeals are repetitious and/or presented too frequently.

In reacting to a series of statements that might be made about on-air fund raising, a majority of people who have seen the appeals agree that they are necessary to the survival of public television (92 percent), that in general people have little

objection to the appeals (83 percent), and that the appeals are enjoyable (54 percent).

On the other hand, 56 percent agree that appeals make people uncomfortable. Moreover, 23 percent agree that people sometimes avoid PTV to avoid fund requests. A substantial minority (37 percent) would prefer total government support rather than dependence on donations. And over a quarter of people who have watched the appeals (27 percent) agree that public television "can't be very good" if it has difficulty in supporting itself.

In balancing the purpose of appeals against objections, people who have seen on-air fund raising overwhelmingly agree that "these appeals are a fair price to pay for the programming on public television."

On-air appeals have been seen by a reported 63 percent of those who ever watch public television (57 percent of ever viewers, 66 percent of past-week viewers). And donations to PTV -- not necessarily in response to on-air appeals -- are reported to have been made at some time by 31 percent of those who ever watch PTV (23 percent of ever viewers, 35 percent of past-week viewers).

As compared with viewing nondonors, donors to PTV exhibit higher levels of exposure to the medium and to its fund raising, react more favorably to on-air appeals, tend to be more upscale socio-economically and to reside in the more populous counties.

Although the primary purpose of the 1978 survey, as it relates to public television, was to track reactions to on-air fund raising, it also examined levels of awareness and viewing. Between 1977 and 1978 there were small, but statistically significant, increases in levels of:

- PTV channel awareness (from 89 to 91 percent)
- Viewing PTV ever but not in the past week (from 16 to 20 percent)

The proportion of the population reporting past-week viewing was 48 percent in both years.

COMPARISON OF FINDINGS - 1977 AND 1978

This is the third in an annual series of reports tracking public reaction to on-air fund raising by public television stations. This section of the report will provide an overall comparison of results between the 1977 and 1978 surveys, followed by a detailed discussion of the 1978 findings.

Respondents to whom PTV is available, whether or not they are aware of the channel, were asked what they consider to be the sources of public television funding, whether they have ever seen an on-air fund drive, and how they feel about such drives in general. Those who were aware of their PTV channel were asked, in addition, how they react to specific statements about on-air fund raising, and whether they agree that fund appeals are a fair price to pay for the programming on PTV.

Table 1 summarizes comparative statistics from the two surveys. Among channel-aware people as a whole, among channel-aware people who have seen on-air appeals, as well as among people who report having donated to PTV, virtually the same proportions gave a positive response to open-end questions on attitude toward on-air fund raising in 1977 and in 1978. The proportion of negative comments within the latter two groups rose slightly in 1978, although the differences are not statistically significant.*

When the categories of responses which constitute "positive" or "negative" reactions to on-air appeals are examined, there tends to be little change in proportions citing various negative reactions, but more variation in the positive reactions between years. Because the responses are to an open-end question, rather than one with predesignated answer choices, it is possible that the interviewing and coding procedures contribute somewhat to the year to year change. Effort was extended to maintain constant interviewer probing and coding interpretations, insofar as that is possible.

There does seem to be a consistent trend toward:

- Decreasing proportions of responses indicating that on-air appeals are for a worthwhile cause/ are necessary. These proportions declined from 81 percent in 1976 to 70 percent in 1977 to 65 percent in 1978 among persons who have been exposed to appeals. ("No answers" have been eliminated in all comparisons.) This still remains by far the most frequent response to the question.

*At the 95 percent confidence level. This standard is applied throughout the report.

Table 1

Reaction to On-Air Fund Raising:
1977 and 1978

Reaction	Percent of Those Who Are Aware of PTV Channel		Percent of Those Who Are Aware of PTV Channel and Have Seen an Appeal		Percent of Those Who Ever Watch PTV and Have Donated to PTV	
	1977	1978	1977	1978	1977	1978
Open-end questions						
One or more positive comments	83%	83%	92%	92%	93%	95%
One or more negative comments	30	29	25	28	28	32
Strongly agree or agree with statement on appeals						
Important to PTV survival	85	84	93	92	96	95
People have little objection	84	81	87	83	89	82
Make people uncomfortable	62	62	56	56	54	49
Enjoyable	56	51	60	54	65	58
Should be government supported	46	42	41	37	32	33
PTV can't be very good if not self-supporting	39	39	29	27	23	21
People avoid PTV to avoid solicitation	28	31	20	23	17	16
Strongly agree with statement on appeals						
Important to PTV survival	44	47	60	60	70	68
People have little objection	28	31	36	36	40	41
Make people uncomfortable	20	21	14	14	15	7
Enjoyable	13	13	16	13	20	17
Should be government supported	19	16	16	14	12	10
PTV can't be very good if not self-supporting	16	15	12	9	9	8
People avoid PTV to avoid solicitation	10	10	5	5	6	3
Agree that appeals are a fair price to pay for programming	82	81	89	89	96	91

Base: 910 aware persons in 1977, 959 in 1978; 479 wno saw an appeal in 1977, 505 in 1978; 194 donors in 1977, 222 in 1978; however, "no answers" have been eliminated.

- Increasing proportions of responses in the "no objection" category, from 8 to 12 to 19 percent.

Response to specific statements on fund raising shows notable consistency between years. For channel-aware people as a whole and those who have seen an on-air appeal, none of the differences between percentages reporting agreement in 1977 and 1978 are significant. For people who report having donated to PTV, there are two statistically significant differences:

- Fewer people in 1978 than in 1977 agreed that "in general, people have little objection to fund raising appeals on public television." The proportion in agreement declined from 89 to 82 percent.

- Fewer people in 1978 than in 1977 strongly agreed that "appeals for money make people uncomfortable because they don't feel in a position to make contributions to public television." The proportion in strong agreement declined from 15 to 7 percent.

Hence, the two significant changes in response were in opposite direction, the first suggesting decrease in positive reaction and the second a decrease in negative reaction.

The declining proportions of people who agree that appeals are enjoyable border on statistical significance.

There was no change in the proportion of the pledging-exposed population who agree that "these appeals are a fair price to pay for the programming on public television."

It will be noted in Table 1 that the total PTV-aware population reacts less positively to on-air fund raising in both years than does that segment of the PTV-aware population which has seen these appeals. Clearly, then, the most negative attitudes are held by those who have never been exposed. This is consistent with findings, shown later, of more positive reactions among viewers than nonviewers of PTV.

Although the PTV-related purpose of the 1978 survey was primarily to investigate fund raising reactions, it also served to continue the tracking of public television awareness and viewing. The following table summarizes the findings for 1977 and 1978 for total persons in television households.

	1977	1978
Aware of PTV channel	89%	91%
Report ever watching PTV	64	68
Report ever viewing but not past week	16	20
Report past-week viewing	48	48
Base	(1024)	(1049)

The increase in PTV channel awareness from 89 to 91 percent of the population is statistically significant. This awareness includes those who are aware of the channel unaided plus those who recognize it on an aided basis.

There is also an increase in the proportion of the population which reports viewing PTV "ever" but not in the past week -- from 16 to 20 percent. Reported past-week viewing, however, has remained constant, at 48 percent.

1978 DETAILED FINDINGS

The remainder of this report provides an analysis of those findings of the 1978 survey that relate to PTV fund raising.

Awareness of Funding Sources

Thirty-six percent of the respondents are unable to answer an open-end question on the sources of PTV funding. By viewer status, no response was given by 59 percent of non-viewers, 30 percent of ever viewers, and 23 percent of past-week viewers. This level of nonresponse is higher than in 1977, when 29 percent did not name any funding source.

Among those who answer this question, the great bulk (78 percent) recognize private donations as a source of PTV funding. (See Chart 1.) The comparable proportion in 1977 was 77 percent. The percentage of people citing corporate grants has been rising, from 19 percent in 1976 to 25 percent in 1977 to 28 percent in 1978. On the other hand, there is a lesser tendency in 1978 than in 1977 to mention foundations or government in general (but not the federal government) as funding sources. Mentions of foundations dropped from 12 percent in 1977 to 6 percent in 1978, and government-unspecified, from 22 to 17 percent.

Exposure to On-Air Fund Raising

Among those who ever watch PTV, 63 percent state that they have "seen or heard, on TV, an appeal for funds to support the public television station." This proportion is 57 percent among ever viewers of PTV and 66 percent among past-week viewers.

Chart 1

Sources of Funding of Public Television

Source Named	Percentage of Population		Percentage of PTV Viewer Subgroups		
			Never	Ever	Past-Week
Private donations	■■■

Reaction to On-Air Fund Raising

Respondents were asked how they "feel about a public television station appealing, on the air, for funds for its support." The following summarizes the responses:

Reaction	PTV Viewers Ever	PTV Viewers Past-Week	Those Who Have Seen An On-Air Appeal	Donors
One or more positive comments	80%	83%	89%	91%
Worthwhile/needed	54	51	59	60
Those who view should pay	12	13	14	16
Effective	6	8	10	14
Prefer to other means of support	2	7	7	9
References to the appeal itself	3	6	7	9
No objection*	18	18	16	14
Other	-	2	1	3
One or more negative comments	17%	18%	15%	18%
Dislike/not needed	10	7	5	5
Not effective	1	3	1	1
Prefer other means of support	2	4	3	1
Repetitive/done too often	3	5	5	9
Other	3	2	2	4
Noncommittal	7%	4%	4%	3%
No answer	6%	4%	2%	1%
Base	(206)	(504)	(505)∞	(222)δ

Eighty percent of ever viewers respond with at least one favorable comment to this open-end question, 17 percent with at least one unfavorable comment (note that the same respondent could offer both unfavorable and favorable responses), 7 percent with a noncommittal comment, and 6 percent with no comment at all.

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*According to coding rules, the "no objection" code had to stand alone; if a person responded, "I have no objection because the appeals are necessary," the response was coded as "worthwhile/needed," not as "no objection." The "no objection" category was for those people who did not voice a clearly positive or negative reaction, but who simply commented that they did not object.

∞Restricted to persons who are aware of their public television channel and report having seen an on-air appeal.

δRestricted to persons who ever watch PTV and report having made a contribution to it.

Among past-week viewers, 83 percent respond with a favorable comment, 18 percent with an unfavorable statement, 4 percent are noncommittal, and 4 percent do not respond.

The response is even more positive among people who report having seen an on-air appeal or having made a contribution to a public television channel.

Generally speaking, favorable statements reference the need for funds and/or the fact that the fund-raising effort is worthwhile. Other positive comments relate to a sense that those who watch PTV should or would be willing to help support it, that on-air pledging might be an effective funding source, that it is to be preferred to other sources of support. Some comments refer to the on-air appeals themselves. Still others simply indicate "no objection" to the appeals.

Negative comments refer to general dislike or lack of belief in the need for on-air fund raising, a feeling that the appeals are not likely to be effective, a preference for other means of support of PTV, and a complaint that the appeals are repetitive and/or presented too frequently.

Specific Statements on Fund Raising

Following their response to the open-end question, respondents who were aware of their PTV channel, unaided or aided, were asked whether they strongly agree, agree somewhat, or do not agree at all with each of seven statements "which people have used to describe public television fund-raising appeals." Chart 2 summarizes the responses to these questions by people who ever watch public television. It also shows responses by those who report they have seen on-air appeals.

In general, the results indicate a positive reaction to membership breaks on PTV:

- There is substantial agreement, particularly among those who have been exposed to on-air appeals, that these appeals are important to the survival of PTV (88 percent of viewers, 92 percent of those who have seen appeals). This confirms the response to the open-end question on fund raising, where the most frequently cited comment is that the appeals are worthwhile/necessary.

Chart 2

Reaction to Statements Concerning On-Air Fund Appeals Among
1. Past-week or ever viewers of PTV ▓▓▓
2. People who have seen on-air appeals ξξξ

Statement	Percentage Who Strongly Agree or Agree Among Subgroups		% Strongly Agree
Requests for money on TV are important if public television is to survive	▓▓	88%	52%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	92%	60%
In general, people have little objection to fund raising appeals on public television	▓▓	83%	33%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	83%	36%
Appeals for money make people uncomfortable because they don't feel in a position to make contributions to public television	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	60%	18%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	56%	14%
Campaigns on TV to raise funds for public television are enjoyable	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	53%	12%
	ξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξξ	54%	13%
Public television should be supported totally by the government and should not require donations	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	39%	15%
	ξξξξξξξξξξξξξξξξξξξξξ	37%	14%
If public television is having trouble supporting itself, it can't be very good	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	32%	12%
	ξξξξξξξξξξξξξξξξ	27%	9%
People sometimes avoid watching public television because they don't want to be asked for money	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	27%	8%
	ξξξξξξξξξξξξξξ	23%	5%

Base: 710 viewers, 505 people exposed to appeals; however, "no answers" have been eliminated.

To be read: Of people who ever watch PTV, 88% strongly agree or agree that on-air fund requests are important if PTV is to survive; 92% of people who have seen appeals strongly agree or agree with the statement; etc.

- A slightly smaller proportion of people who watch PTV (83 percent) agree that "in general, people have little objection to fund-raising appeals on television."

- A majority of people who watch PTV (53 percent) agree at least somewhat that the appeals are enjoyable.

For the remaining items, agreement represents a negative reaction to on-air fund raising:

- A majority of PTV viewers (60 percent) agree that the appeals make people "uncomfortable because they don't feel in a position to make contributions to public television."

- A substantial minority (39 percent) agree that PTV should be supported by government and not require donations.

- About a third of the viewers of PTV (32 percent) agree that "if public television is having trouble supporting itself, it can't be very good."

- Approximately a quarter of those who ever watch PTV (27 percent) agree that "people sometimes avoid watching public television because they don't want to be asked for money."

Chart 3 compares responses to the specific statements on fund raising by viewers who report having made donations to public television and by viewing nondonors. Donors are consistently more positive than nondonors in their reaction to pledge appeals, with one exception: a slightly higher proportion of nondonors agrees, at least somewhat, that there is "little objection" to on-air pledging; the difference is not statistically significant.

Chart 3

Reaction to Statements Concerning On-Air Fund-Appeals Among
Ever and Past-Week Viewers Who Have or Have Not Donated to PTV
1. Donors ###
2. Nondonors ĕĕĕ

Statement	Percentage Who Strongly Agree or Agree Among Subgroups		% Strongly Agree
Requests for money on TV are important if public television is to survive	##	95%	68%
	ĕĕĕ

Reaction to On-Air Fund Raising Reconsidered

Having reacted to these individual statements on fund raising, respondents were asked if they had anything to add to their previous comments about appeals for funds on PTV. The following summarizes reactions to both the original and this follow-up open-end question combined.

Reaction	PTV Viewers Ever	PTV Viewers Past-Week	Those Who Have Seen An On-Air Appeal	Donors
One or more positive comments	82%	85%	91%	93%
Worthwhile/needed	59	57	64	69
Those who view should pay	17	19	20	22
Effective	7	10	12	16
Prefer to other means of support	3	8	9	13
References to the appeal itself	8	10	12	15
No objection*	19	20	19	16
Other	2	4	3	7
One or more negative comments	25%	29%	28%	32%
Dislike/not needed	11	9	7	6
Not effective	2	5	3	2
Prefer other means of support	12	13	14	14
Repetitive/done too often	3	5	6	10
Other	4	4	4	7
Noncommittal	9%	6%	6%	5%
No answer	6%	4%	2%	1%
Base	(206)	(504)	(505)	(222)

*While "no objection" was considered imcompatible with any other code for an individual question, this coding category for the two questions combined does include people who responded "no objection" to one question and differently to the other open-end question.

If the above table is compared with that presented earlier, which showed response to the first open-end question, it will be noted that on a combined basis, the proportion of ever viewers of PTV who comment favorably remains almost constant, increasing from 80 to 82 percent. The proportion citing an unfavorable reaction increases somewhat more, from 17 to 25 percent. For past-week viewers, the proportions rise from 83 to 85 and from 18 to 29 percent, respectively.

This greater increase in negative comment on the second round of questioning could be the result of several factors. For example, there is a possibility that the exposure to a series of statements, some unfavorable, reduces reluctance to comment adversely on fund raising; in essence, dissent may appear more socially acceptable. Moreover, the statement content itself may trigger responses which did not come to mind when reaction was first sought. The most outstanding benefactor of this latter effect is the response indicating preference for other sources of funding (government, educational institutions, etc.). The proportion giving this response rises from 2 percent of ever viewers on the first question to 12 percent in total; the proportion for past-week viewers increases from 4 to 13 percent.

Trade-Off: Fund Appeals and Programming

The fund raising series ended with the question: "Considering, on one hand, the purpose of televised appeals for funds to support public TV and, on the other hand, people's objections to them, do you agree or disagree that these appeals are a fair price to pay for the programming on public television?" This question was asked because it is an adaptation of a question regularly asked in a syndicated survey concerning television in general and its source of funding, i.e., commercials; the purpose was to determine how the public trades off PTV programming and fund raising as compared with the question of whether "having commercials on TV is a fair price to pay for being able to watch it."

According to trade press reports, the latter question in recent years has yielded in excess of 85 percent agreement among those who responded. The question in relation to PTV yields agreement from 86 percent of ever viewers of PTV who respond, and from 85 percent of past-week viewers. (In terms of their relation to the medium, past-week viewers of PTV are the closest approximation available to the general public, virtually all of whom have watched some commercial television in the past week.) Judged on this criterion, people are as accepting of fund appeals in return for PTV as they are of commercials in return for commercial TV.

Reactions of Nonviewers

Nonviewers of PTV were asked the questions on fund raising to ascertain their reaction to the general concept. Nonviewers differ from viewers most markedly in their greater inability or unwillingness to answer the questions; the "no answer" categories are large for this subgroup. To the extent that they respond, nonviewers are fairly positive in their reaction to on-air appeals, but less so than viewers.

On the first open-end question on reaction to fund raising on-air, 58 percent of responding nonviewers submit at least one favorable comment, 21 percent an unfavorable comment; 14 percent are noncommittal, and 11 percent do not respond.

On the specific statements relating to fund raising, substantial majorities of those who respond agree that people have little objection to fund appeals (76 percent) and that they are important to the survival of PTV (73 percent); 46 percent even agree with the statement that they are enjoyable. However, two thirds (69 percent) of nonviewers also agree that appeals make people uncomfortable, and 43 percent that people avoid PTV to avoid fund requests. Moreover, 59 percent agree that PTV cannot be very good if it cannot be self-supporting, and 51 percent would prefer total government support.

On balance, however, 68 percent of nonviewers state that appeals are a fair exchange for PTV programming.

Donors to PTV

In the course of asking household demographics, the following question was included: "Have you ever made a donation to public television, either in response to a televised appeal, mail, or some other kind of appeal?" Among the general population, 24 percent report a donation to PTV. This proportion is 10 percent among nonviewers of PTV and 31 percent among those who ever watch PTV (23 percent among ever viewers, 35 percent among past-week viewers). The proportions would increase somewhat if "no answers" were eliminated.

Chart 4

Selected Differences Between Ever and Past-Week Viewers Who Have or Have Not Donated to PTV

1. Donors ▓▓▓
2. Nondonors ▒▒▒

Characteristic	Percentage with the Designated Characteristic Among Subgroups	
Past-week viewer of PTV	▓▓	78%
	▒▒	68%
Have seen on-air appeal	▓▓	87%
	▒▒	55%
Make favorable comment on on-air fund raising	▓▓	95%
	▒▒	86%
College grad.+	▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓	30%
	▒▒▒▒▒▒▒▒▒	17%
Occupation of chief wage earner is white collar	▓▓	66%
	▒▒	45%
Household income $20,000+	▓▓	50%
	▒▒	27%
45 years of age or older	▓▓	41%
	▒▒	41%
White	▓▓	91%
	▒▒	85%

Base: 222 donors, 455 nondonors. However, "no answers" have been eliminated.

To be read: Of people who ever watch PTV and who report having made a donation, 78% are past-week viewers of PTV; of nondonors, 68% are past-week viewers, etc.

Looking only at ever and past-week viewers of PTV, and comparing those who report a donation and those who do not, one finds the following differences: (Some of these are depicted in Chart 4. Others, in relation to fund-raising reactions, have been discussed supra and are shown in Chart 3.)

1. Viewing

   - Donors are *more* likely to be past-week viewers of PTV (78% versus 68%).

2. Fund raising

   - Donors are *more* likely to have seen an on-air appeal (87% versus 55%).

   - Donors are *more* likely to offer a favorable comment concerning on-air fund raising (95% versus 86%).

   - Donors are *more* favorably disposed toward on-air appeals as indicated by their reaction to specific statements on fund raising.

   - Donors are *more* likely to consider these appeals a fair exchange for PTV programming (91% versus 84%).

3. Demographics

   - Donors are *more* likely to be socioeconomically upscale, i.e.,

     -- To have graduated from college (30% versus 17%).

     -- To live in a white collar household (66% versus 45%).

     -- To have a total household income of $20,000 or more per year (50% versus 27%).

     -- To be white (91% versus 85%).

   - Donors are *more* likely to reside in the most populous, A-size, counties (54% versus 37%).

APPENDIX A

METHODOLOGY

Sample Design

The findings of this study apply to adults, 18 years of age or older, residing in telephone households (and, in the case of public television findings, residing in telephone and television households) in the continental United States.

Because of the importance of telephone households not listed in current telephone directories, the sample used for this study was a replicated random sample of telephone numbers based on random-digit dialing.

At least three attempts were made, in various time periods, to reach each telephone number in the predesignated sample. When a household was contacted, at least four attempts were made to interview the person who was randomly selected from among all adults living in the household. Additional efforts were made by specially trained personnel to convert initial refusals into interviews. Of the pr designated sample, 50 percent were found to be household residences. Interviews were completed in 70 percent of the households.

Interview Procedures

Interviewing was conducted during January and February 1978 from the Westfield, New Jersey, offices of Statistical Research, Inc. by highly trained and closely supervised interviewers. Each interviewer received tutored instruction, extensive practice and drill, and the experience of several practice interviews. Interviewers were monitored by supervisory personnel via special equipment which is used solely for training and supervisory purposes.

Variability of Results

All survey results are subject to variations or uncertainties that are a function of (1) the fact that a particular sample was selected and (2) the methods and procedures adopted for the survey and the manner in which they were carried out.

Sampling error, one of the two major sources of variability, is the difference between the survey result obtained with the sample actually used, and the result that would be obtained by an attempted complete survey of the population conducted in the same manner and with the same care.

In a survey based on a probability sample, such as was used in this study, the risks or probabilities of sampling error of various sizes can be calculated in terms of standard errors. Table A-1 provides standard errors that apply to proportions of people who responded in a particular manner to questions in this study, given the sample base. If all adults residing in telephone households (and in the case of public television findings, residing in telephone and television households) in the continental United States were asked precisely the same question in precisely the same manner as was the sample, the probability is 95 percent that the proportion giving a particular response would equal the sample proportion plus or minus two standard errors.

Nonsampling error cannot be measured as precisely, but can only be estimated through methodological research studies or on the basis of judgment. Sources of nonsampling error include exclusion of nontelephone households from the sampling frame, failure to obtain response from all predesignated sample members, possible response error on the part of respondents, interviewer variability, coding and processing errors.

These possible sources of error and efforts to minimize them, as well as other methodological aspects of this study, are discussed in more detail in the fourth report of this series.

TABLE A-1

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	50	100	150	200	250	300	350	400	450	500	550	600	650	700	750
5/95	3	2	2	2	1	1	1	1	1	1	1	1	1	1	1
10/90	4	3	2	2	2	2	2	2	1	1	1	1	1	1	1
15/85	5	4	3	3	2	2	2	2	2	2	2	1	1	1	1
20/80	6	4	3	3	3	2	2	2	2	2	2	2	2	2	1
25/75	6	4	4	3	3	3	2	2	2	2	2	2	2	2	2
30/70	6	5	4	3	3	3	2	2	2	2	2	2	2	2	2
35/65	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
40/60	7	5	4	3	3	3	3	2	2	2	2	2	2	2	2
45/55	7	5	4	4	3	3	3	2	2	2	2	2	2	2	2
50	7	5	4	4	3	3	3	3	2	2	2	2	2	2	2

TABLE A-1
(CONTINUED)

TABLE OF STANDARD ERRORS OF A PROPORTION FOR VARYING SAMPLE SIZES

PROPORTION	SAMPLE SIZE														
	800	850	900	950	1000	1050	1100	1150	1200	1250	1300	1350	1400	1450	1500
5/95	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10/90	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15/85	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20/80	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25/75	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1
30/70	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1
35/65	2	2	2	2	2	1	1	1	1	1	1	1	1	1	1
40/60	2	2	2	2	2	2	1	1	1	1	1	1	1	1	1
45/55	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1
50	2	2	2	2	2	2	2	1	1	1	1	1	1	1	1

APPENDIX B:

COPY OF QUESTIONNAIRE

#9J30: PUBLIC TELEVISION AND RADIO STUDY: JANUARY 1978

POSTED INTRODUCTION

I. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION AND RADIO. BUT FIRST LET ME VERIFY, IS THIS AREA CODE ____ AND THE NUMBER ___ _____ IN *(State)*?

YES--*Ask Q.II* NO--*Verify number reached, terminate, record "WN" as result and redial correct number.*

II. THANK YOU. CAN YOU TELL ME PLEASE HOW MANY TELEVISION SETS YOU HAVE IN YOUR HOME?

One or More--*Record # of TV's in WN space on CRR card & continue with Q.III.* None--*Ask Q.IIA*

IIA. AND HOW MANY RADIOS DO YOU HAVE IN YOUR HOME?

★One or More--*Record # of radios, followed by letter "R," in WN space on CRR card & continue with Q.III.* None--*Terminate and record result as "SOR."*

III. NOW, I NEED TO SELECT ONE PERSON IN YOUR HOME TO INTERVIEW ABOUT HIS OR HER TELEVISION VIEWING AND RADIO LISTENING. IN ORDER TO SELECT THIS PERSON I FIRST NEED TO KNOW HOW MANY PERSONS 18 YEARS OF AGE OR OVER ARE CURRENTLY LIVING IN YOUR HOME?....DOES THAT INCLUDE YOURSELF? *Enter number on CRR card, in total box. If none--terminate and record "SOA" as result.*

IV. COULD YOU TELL ME HOW MANY OF THESE ARE MALES? *Record number of M's in column headed "M's" on CRR card.*

V. THEN THERE IS(ARE) _____ FEMALE(S) AGE 18 OR OVER? *Record number of F's in column headed "F's" on CRR card.*

Check random number above number of males (if male card) or number of females (if female card) in respondent selector section to determine person to be interviewed.

VI. THANK YOU VERY MUCH. THE PERSON I NEED TO INTERVIEW IS _____. *If person on telephone, go to Q.1 on questionnaire (or Q.16★ if radio only). Otherwise continue with....*IS HE (SHE) AVAILABLE NOW THAT I MIGHT SPEAK WITH HIM (HER)?

YES--*Reintroduce purpose of call and go to Q.1 on questionnaire (or Q.16★ if radio only).*
NO --*Arrange callback via Q.VIA*

VIA. FEMALE: WHAT WOULD BE A CONVENIENT TIME IN THE MORNING OR AFTERNOON THAT I MIGHT CALL BACK TO SPEAK WITH HER? FOR WHOM SHOULD I ASK? *If female unavailable during day, state:* WE WILL TRY TO REACH HER SOME EVENING. *Record "Evening" in callback section.*

MALE: WHAT WOULD BE A CONVENIENT TIME THAT I MIGHT CALL TO COMPLETE THE INTERVIEW WITH HIM? FOR WHOM SHOULD I ASK?

Record N.Y. time, day, date and name on CRR card.

CALLBACK

VII. GOOD EVENING (MORNING/AFTERNOON). THIS IS MRS. ANN CARTER. MAY I SPEAK WITH MR./MISS/MRS. _____, PLEASE? THANK YOU.

IF RESPONDENT COMES TO PHONE, CONTINUE WITH Q.VIII.
IF RESPONDENT IS NOT AVAILABLE, ASK Q.VIA.

VIII. MR./MISS/MRS. _____, I'M CALLING YOU LONG DISTANCE IN CONNECTION WITH A SPECIAL STUDY ON TELEVISION AND RADIO.

PROJECT #9J30: PUBLIC TELEVISION AND RADIO STUDY: JANUARY 1978

SERIAL #	N T	SS CS	ATT'S	INT #	# ADULTS
_ _ _ _	_ _	_ _	_	_ _ _	_

1. FIRST COULD YOU TELL ME, PLEASE, WHAT CHANNELS YOU CAN RECEIVE ON YOUR TELEVISION SET? *If none above CE. 13, ask:* AND WHAT ABOUT THE CHANNELS BETWEEN 14 AND 83 -- THE UHF CHANNELS -- WHICH, IF ANY, OF THESE CHANNELS CAN YOU RECEIVE?

2. IS THERE A PUBLIC TELEVISION OR EDUCATIONAL TELEVISION STATION IN YOUR AREA?

YES... ☐ NO.... ☐ DK.... ☐

2A. WHAT CHANNEL IS THAT?

DON'T KNOW..... ☐
ONLY CH'S NOT ON CARD... ☐
1+ CHANNELS ON CARD..... ☐ *Ask Q.3*

Record all channels mentioned below.

2B. ACCORDING TO OUR INFORMATION, THE PUBLIC TELEVISION STATION(S) IN YOUR AREA IS(ARE) CHANNEL(S) ___. HAVE YOU EVER HEARD OF CHANNEL(S) ___?

YES..... ☐ *Ask Q.3*
NO/DK..... ☐ *Skip to Q.7**

**Except if 1 or 2 channels in 2A not listed on CHR card. -- See posted script.*

Q.2A CHANNELS UNAIDED	NOTE CABLE TV OR CITY OF ORIGIN	Q.2B CHANNELS AIDED
_ _		_ _
_ _		_ _
_ _		_ _
_ _		_ _

Aware.....1
Unaware....2

For remaining questions use channel number(s) per instructions.

3. HAVE YOU EVER WATCHED ANY PROGRAMS ON CHANNEL ____, THE PUBLIC TELEVISION STATION?

YES.....1--*Ask Q.4*
NO.....2 | *Skip to Q.7*
DK.....3 |

4. THINKING ABOUT A TYPICAL SEVEN-DAY WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DO YOU SPEND WATCHING PUBLIC TELEVISION....WOULD YOU SAY THAT IN A TYPICAL WEEK YOU...

DON'T WATCH AT ALL.....( )
YOU WATCH LESS THAN AN HOUR PER WEEK.....( )
OR YOU WATCH ABOUT AN HOUR OR MORE PER WEEK.....( )
DON'T KNOW.....( )

5. THINKING ABOUT LAST WEEK, INCLUDING SATURDAY AND SUNDAY, ABOUT HOW MUCH TIME DID YOU SPEND WATCHING PUBLIC TELEVISION....WOULD YOU SAY THAT YOU...

DIDN'T WATCH AT ALL.....( )--*Skip to Q.7*
YOU WATCHED LESS THAN AN HOUR.....( ) | *Ask Q.6*
OR YOU WATCHED ABOUT AN HOUR OR MORE.....( ) |
DON'T KNOW.....( ) |

PAST WEEK
VIEWER.....1
NONVIEWER...2

6. CAN YOU TELL ME PLEASE, WHAT PROGRAMS YOU WATCHED ON PUBLIC TELEVISION LAST WEEK?

7. ARE THERE ANY CHILDREN UNDER 12 YEARS OF AGE LIVING IN YOUR HOME?

YES...1-*Ask Q.8* | NO....2 | DK....3 | *Skip to Q.10*

8. DO THEY (DOES HE/SHE) EVER WATCH PROGRAMS ON CHANNEL ___?

YES..( )-*Ask Q.9* | NO.....( ) | CANNOT REC..( ) | DK.....( ) | *Skip to Q.10*

9. WHAT PROGRAMS DO THEY (DOES HE/SHE) WATCH ON CHANNEL ___?

10. IF WE THINK OF PUBLIC TELEVISION AS CHANNEL ___ (A CHANNEL) WHERE THERE ARE NO COMMERCIALS, WHAT IS YOUR IMPRESSION AS TO WHERE PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?... *Probe:* WHERE ELSE DO YOU THINK PUBLIC TELEVISION OBTAINS ITS FUNDS FOR OPERATION?

_____ __
_____ __
_____ __

11. PUBLIC TELEVISION STATIONS (LIKE CHANNEL ____) SOMETIMES MAKE APPEALS ON THE AIR FOR FINANCIAL SUPPORT FROM THEIR VIEWERS. HAVE YOU EVER SEEN OR HEARD, ON TV, AN APPEAL FOR FUNDS TO SUPPORT THE PUBLIC TELEVISION STATION?

YES.....1
NO.....2
DK.....9

12. HOW DO YOU FEEL ABOUT A PUBLIC TELEVISION STATION APPEALING, ON THE AIR, FOR FUNDS FOR ITS SUPPORT?....*Probe:* HOW ELSE DO YOU FEEL ABOUT ON-THE-AIR APPEALS?

_____ __
_____ __
_____ __
_____ __

Ask if any PTV channel is named in Q.2A or 2B. Otherwise skip to Q.16.

13. I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE PUBLIC TELEVISION FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. *Read list, starting at Red "X."*

RED "X"	STATEMENT	STRONGLY AGREE	AGREE SOMEWHAT	NOT AGREE AT ALL	DK
___	A. IN GENERAL, PEOPLE HAVE LITTLE OBJECTION TO FUND-RAISING APPEALS ON PUBLIC TELEVISION	1	2	3	9
___	B. REQUESTS FOR MONEY ON TV ARE IMPORTANT IF PUBLIC TELEVISION IS TO SURVIVE	1	2	3	9
___	C. CAMPAIGNS ON TV TO RAISE FUNDS FOR PUBLIC TELEVISION ARE ENJOYABLE	1	2	3	9
___	D. IF PUBLIC TELEVISION IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
___	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC TELEVISION	1	2	3	9
___	F. PEOPLE SOMETIMES AVOID WATCHING PUBLIC TELEVISION BECAUSE THEY DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
___	G. PUBLIC TELEVISION SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

14. NOW THAT YOU HAVE GIVEN YOUR REACTION TO SOME STATEMENTS ABOUT FUND-RAISING, IS THERE ANYTHING YOU WOULD LIKE TO ADD ABOUT HOW YOU PERSONALLY FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV? *If appropriate, probe:* HOW ELSE DO YOU FEEL ABOUT RAISING FUNDS FOR PUBLIC TELEVISION ON TV?

_____ __
_____ __
_____ __
_____ __

15. CONSIDERING, ON ONE HAND, THE PURPOSE OF TELEVISED APPEALS FOR FUNDS TO SUPPORT PUBLIC TV AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC TELEVISION?

AGREE.....1
DISAGREE..2
DK.....9

16. NOW LET'S TURN TO RADIO--RADIO NOT TELEVISION.

MANY RADIO STATIONS BROADCAST RADIO NETWORK PROGRAMS IN ADDITION TO THEIR OWN LOCAL PROGRAMMING. WOULD YOU PLEASE TELL ME WHETHER YOU HAVE HEARD OF EACH OF THESE RADIO NETWORKS BEFORE... *Read list, starting at Red "X."*

Red "X"		Q.16: HEARD OF: YES	NO	DON'T KNOW
___	A. ABC INFORMATION RADIO	1	2	3
___	B. CBS RADIO NETWORK	1	2	3
___	C. NATIONAL PUBLIC RADIO	1	2	3
___	D. MUTUAL BLACK NETWORK	1	2	3
___	E. NBC RADIO NETWORK	1	2	3
___	F. ABC CONTEMPORARY RADIO	1	2	3
___	G. MUTUAL BROADCASTING SYSTEM	1	2	3

17. NOW, WOULD YOU PLEASE TELL ME WHETHER YOU HAVE HEARD OF EACH OF THESE RADIO NETWORK PROGRAMS BEFORE... *Read list, starting at Red "X."*

Red "X"		Q.17: HEARD OF: YES	NO	DON'T KNOW	Q.18: EVER LISTENED TO: YES	NO	DON'T KNOW
___	A. CBS MYSTERY THEATRE	1	2	3	1	2	3
___	B. FOLK FESTIVAL USA	1	2	3	1	2	3
___	C. ALL THINGS CONSIDERED	1	2	3	1	2	3
___	D. PAUL HARVEY NEWS	1	2	3	1	2	3
___	E. OPTIONS IN EDUCATION	1	2	3	1	2	3
___	F. METROPOLITAN OPERA BROADCASTS	1	2	3	1	2	3
___	G. VOICES IN THE WIND	1	2	3	1	2	3
___	H. THE WORLD TONIGHT	1	2	3	1	2	3
___	I. EARPLAY	1	2	3	1	2	3

18. *(Ask for each one answered "Yes" in Q.17)* HAVE YOU EVER LISTENED TO _____? *(Record above.)*

19. PUBLIC RADIO STATIONS DO NOT HAVE ANY COMMERCIAL ADVERTISING AND ARE SOMETIMES CONSIDERED TO BE EDUCATIONAL STATIONS. WE ARE PARTICULARLY INTERESTED IN THE PUBLIC RADIO STATIONS THAT IDENTIFY THEMSELVES WITH THE NATIONAL PUBLIC RADIO NETWORK, KNOWN AS N-P-R. ARE THERE ANY SUCH PUBLIC RADIO STATIONS IN YOUR AREA?

YES.....1--*Ask Q.20*
NO.....2 | *If there are stations available in area, skip to Q.20A.*
DON'T KNOW.....3 | *If none are available, skip to QA.*

20. DO YOU HAPPEN TO KNOW THE STATION CALL LETTERS OR THE NUMBER ON THE DIAL OF ANY OF THESE STATIONS? *(If "Yes")* WHAT ARE THEY?

Aware unaided..1
Unaware.....2
None avail.....3

_____( )
_____( )
_____( )
_____( )
_____( )
_____( )
_____( )
_____( )

If one or more stations identified correctly, skip to Q.20B

If none identified correctly, ask Q.20A if stations available; otherwise, skip to QA.

Don't know.....( )

20A. ACTUALLY, THE CALL LETTERS OF THE PUBLIC RADIO STATION(S) RECEIVED IN THIS AREA ASSOCIATED WITH N-P-R ARE *(Read stations in Q20 card.)* HAVE YOU HEARD OF (THAT STATION/THESE STATIONS)?

YES.....1--*Ask Q.20B*
NO.....2 | *Skip to QA*
DON'T KNOW....3 |

20B. HAVE YOU EVER LISTENED TO (THAT STATION/ANY OF THESE STATIONS)?

YES.....1--*Ask Q.20C*
NO.....2 | *Skip to Q.21*
DON'T KNOW....3 |

20C. HAVE YOU LISTENED TO (THAT STATION/ANY OF THESE STATIONS) IN THE PAST 7 DAYS?

YES.....1
NO.....2
DON'T KNOW...3

20D. ARE YOU USUALLY A REGULAR LISTENER TO (THAT STATION/ANY OF THESE STATIONS) EACH WEEK?

YES.....1
NO.....2
DON'T KNOW...3

21. WHY DO YOU LISTEN TO THE PUBLIC RADIO STATION(S)? *Probe:* WHAT OTHER REASONS DO YOU HAVE FOR LISTENING TO THE PUBLIC RADIO STATION?

_____ — —
_____ — —
_____ — —

22. I AM GOING TO READ A LIST OF REASONS WHY A PERSON MIGHT LISTEN TO PUBLIC RADIO. FOR EACH ONE, PLEASE TELL ME WHETHER IT HELPS DESCRIBE WHY YOU LISTEN. *Read list, skipping as Red "X."*

RED "X"		
___	A.	TO HEAR SPECIFIC PROGRAMS.....01★ *Ask 3.22A*
___	B.	NO ADVERTISING COMMERCIALS.....02
___	C.	PREFER THE PROGRAMMING ON PUBLIC RADIO TO THAT WHICH IS AVAILABLE ON THE COMMERCIAL STATIONS.....03
___	D.	ARTS PROGRAMMING.....04
___	E.	PUBLIC AFFAIRS PROGRAMMING.....05
___	F.	NEWS PROGRAMMING.....06
___	G.	EDUCATION OR INSTRUCTIONAL PROGRAMMING.....07
___	H.	TO HEAR A SPECIFIC PERSON.....08
___	I.	MUSIC PROGRAMMING.....09★★ *Ask 3.22B*
		NONE.....10
		DON'T KNOW.....99

If ★ item "A" answered in 3.22, ask 3.22A

22A. YOU SAID YOU LISTEN TO PUBLIC RADIO TO HEAR SPECIFIC PROGRAMS. WHICH PARTICULAR PROGRAMS WOULD THEY BE -- WHAT ARE THE NAMES OF THOSE PROGRAMS?

_____ — —
_____ — —
_____ — —
_____ — —

If ★★ item "I" answered in 3.22, ask 3.22B

22B. YOU SAID YOU LISTEN TO PUBLIC RADIO TO HEAR MUSIC PROGRAMMING. WHAT TYPE OF MUSIC DO YOU LISTEN TO? _____ — —
_____ — —
_____ — —

23. HOW SATISFIED ARE YOU WITH WHAT IS AVAILABLE TO LISTEN TO ON PUBLIC RADIO THESE DAYS -- WOULD YOU SAY YOU ARE:

VERY SATISFIED.....1
SOMEWHAT SATISFIED OR...2
NOT SATISFIED AT ALL...3
DK.....9

24. WHAT KINDS OF PROGRAMS WOULD YOU LIKE TO HEAR MORE OF ON PUBLIC RADIO?

_____ — —
_____ — —
_____ — —

25. WHAT KINDS OF PROGRAMS WOULD YOU LIKE TO HEAR LESS OF ON PUBLIC RADIO?

_____ — —
_____ — —
_____ — —

26. HAVE YOU EVER HEARD ANY PUBLIC RADIO STATION ASK ITS LISTENERS, ON THE AIR, TO CONTRIBUTE FUNDS FOR ITS SUPPORT?

YES.....1
NO.....2
DK.....9

27. HAVE YOU EVER BEEN ASKED BY ANY PUBLIC RADIO STATION TO CONTRIBUTE FUNDS FOR ITS SUPPORT, EITHER BY MAIL OR IN ANY WAY OTHER THAN ON THE AIR?

YES.....1
NO.....2
DK.....9

28. SOME PUBLIC RADIO STATIONS DO APPEAL, ON THE AIR, FOR FINANCIAL SUPPORT FROM THEIR LISTENERS.

I AM GOING TO READ YOU A SERIES OF STATEMENTS WHICH PEOPLE HAVE USED TO DESCRIBE THESE PUBLIC RADIO FUND-RAISING APPEALS. PLEASE TELL ME WHETHER YOU STRONGLY AGREE, AGREE SOMEWHAT, OR DO NOT AGREE AT ALL WITH EACH STATEMENT. Read list, starting at Red "X."

RED "X"	STATEMENT	STRONGLY AGREE	AGREE SOMEWHAT	NOT AGREE AT ALL	DK
___	A. IN GENERAL, PEOPLE HAVE LITTLE OBJECTION TO FUND-RAISING APPEALS ON PUBLIC RADIO	1	2	3	9
___	B. REQUESTS FOR MONEY ON PUBLIC RADIO ARE IMPORTANT IF PUBLIC RADIO IS TO SURVIVE	1	2	3	9
___	C. CAMPAIGNS ON AIR TO RAISE FUNDS FOR PUBLIC RADIO ARE ENJOYABLE	1	2	3	9
___	D. IF PUBLIC RADIO IS HAVING TROUBLE SUPPORTING ITSELF, IT CAN'T BE VERY GOOD	1	2	3	9
___	E. APPEALS FOR MONEY MAKE PEOPLE UNCOMFORTABLE BECAUSE THEY DON'T FEEL IN A POSITION TO MAKE CONTRIBUTIONS TO PUBLIC RADIO	1	2	3	9
___	F. PEOPLE SOMETIMES AVOID LISTENING TO PUBLIC RADIO BECAUSE THEY DON'T WANT TO BE ASKED FOR MONEY	1	2	3	9
___	G. PUBLIC RADIO SHOULD BE SUPPORTED TOTALLY BY THE GOVERNMENT AND SHOULD NOT REQUIRE DONATIONS	1	2	3	9

29. CONSIDERING, ON ONE HAND, THE PURPOSE OF BROADCAST APPEALS FOR FUNDS TO SUPPORT PUBLIC RADIO AND, ON THE OTHER HAND, PEOPLE'S OBJECTIONS TO THEM, DO YOU AGREE OR DISAGREE THAT THESE APPEALS ARE A FAIR PRICE TO PAY FOR THE PROGRAMMING ON PUBLIC RADIO?

AGREE.....1
DISAGREE.....2
DK.....9

30. IF YOU CONTRIBUTED FUNDS TO A PUBLIC RADIO STATION OR TO A PUBLIC TELEVISION STATION, WOULD YOU CONSIDER THAT TO BE YOUR CONTRIBUTION TO PUBLIC BROADCASTING, OR WOULD YOU FEEL YOU SHOULD CONTRIBUTE SEPARATELY TO EACH?

ONE CONTRIBUTION TO PUBLIC BROADCASTING...1
SEPARATELY.....2
DK.....9

A. THANK YOU. I HAVE ONLY A FEW REMAINING QUESTIONS WHICH ARE STRICTLY FOR PURPOSES OF CLASSIFICATION....HOW MANY PERSONS, INCLUDING CHILDREN AND ROOMERS, ARE CURRENTLY LIVING IN YOUR HOME....DOES THAT INCLUDE YOURSELF?

1 2 3 4 5 6+ DK....9

B. WHAT WAS THE LAST GRADE YOU ATTENDED IN SCHOOL?

GRADE SCH.....1
1-3 YRS. HS.....2
H.S. GRAD.....3
SOME COLLEGE....4
COLLEGE GRAD.....5
COLLEGE POST GRAD....6
OTH_____.7
DK/NA.....9

C. AND YOUR AGE IS? *If necessary, read age category.*

19-21.....1
22-29.....2
30-44.....3
45-59.....4
60+.....5
DK/NA....9

D. WHAT IS YOUR OCCUPATION -- THE NATURE OF YOUR WORK?

E. IN WHAT INDUSTRY DO YOU WORK?

F. ARE YOU THE CHIEF WAGE EARNER IN YOUR HOUSEHOLD?

YES.....1 *(Skip to J)*
NO.....2 *(Ask G)*
DK.....9 *(Skip to J)*

G. WHAT IS YOUR RELATIONSHIP TO THE CHIEF WAGE EARNER?

H. WHAT IS THE OCCUPATION OF THE CHIEF WAGE EARNER?

I. IN WHAT INDUSTRY DOES HE/SHE WORK?

J. HOW MANY CARS, IF ANY, ARE THERE IN YOUR HOUSEHOLD?

0--*Ask M*
1--*Ask K*
2--*Ask L*
3+-*Ask L*
DK/NA..9--*Ask M*

K. IS YOUR CAR EQUIPPED WITH AN FM RADIO?

YES...1--*Ask M*
NO...2--*Ask M*
DK/NA..9--*Ask M*

L. HOW MANY OF YOUR CARS, IF ANY, ARE EQUIPPED WITH AN FM RADIO?

0.....1.....2.....3+.....DK/NA.....9

M. DO YOU OWN OR RENT YOUR HOME?

OWN.....1
RENT.....2
DK/NA.....9

N. IS YOUR TELEPHONE NUMBER LISTED IN THE CURRENT TELEPHONE DIRECTORY?

YES....1--*Ask P*
NO.....( )-*Ask O*
DK/NA....9--*Ask P*

O. IS THAT BECAUSE YOU HAVE RECENTLY MOVED OR DO YOU HAVE AN UNLISTED NUMBER?

MOVED.....2
UNLISTED.....3

P. WOULD YOU DESCRIBE YOUR RACIAL OR ETHNIC BACKGROUND AS:

WHITE.....1
BLACK.....2
SPANISH.....3
ORIENTAL....4
OTH_____.5
DK/NA.....9

Q. HAVE YOU EVER MADE A DONATION TO PUBLIC TELEVISION, EITHER IN RESPONSE TO A TELEVISED APPEAL, MAIL, OR SOME OTHER KIND OF APPEAL?

YES.....1
NO.....2
DK/NA.....9

R. AND WHAT ABOUT PUBLIC RADIO? HAVE YOU EVER MADE A DONATION TO PUBLIC RADIO?

YES.....1
NO.....2
DK/NA.....9

S. WOULD YOU ESTIMATE THE TOTAL INCOME OF ALL PERSONS IN YOUR HOME TO BE:

UNDER $5,000.....1
$ 5,000-$ 9,900....2
$10,000-$14,900....3
$15,000-$19,900....4
$20,000-$24,900....5
$25,000-$29,900....6
$30,000 OR OVER....7
DK/NA.....9

T. SEX OF RESPONDENT:

MALE.....1
FEMALE.....2

THANK YOU. YOUR COOPERATION HAS BEEN VERY HELPFUL.